



## **Temporary Promotional and Special Event Sign/Banner Application Form**

303 East B Street, Ontario, California 91764 Phone: 909.395.2036 / Fax: 909.395.2420

Dear Applicant:

In an effort to improve customer service and ensure development projects are processed as quickly as possible, the Planning Department finds it necessary to remind its clients that complete application submittals are crucial to the plan review process. In the past, accepting incomplete applications has led to errors and time delays at the end of the review process. I do not want this to happen to you.

Consequently, the Planning Department staff will only accept complete applications at time of submittal. All items requested by this application packet, along with the required filing fee, must be provided before the Planning Department counter staff can accept your application for filing. Please review all minimum requirements prior to submitting your application, as counter staff do not have the authority to waive any requirements.

Please remember that failure to provide all of the required plans and information will result in significant time delays in the processing of your application. If you have any questions regarding the necessity of any particular item required by this application packet, please feel free to contact the Planning Department counter supervisor to discuss your questions.

The Planning Department looks forward to a continued efficient and professional relationship with you in the future. If you have any questions, comments, or concerns regarding this matter, please feel free to contact the Planning Department at (909) 395-2036.

Respectfully,

A handwritten signature in blue ink, appearing to read "RZL".

Rudy Zeledon  
Planning Director

**ATTENTION!**

The City of Ontario strives to provide you with efficient and effective service in a businesslike manner. We are committed to the principle that every interaction you have with the City must be based on honesty and integrity.

City employees are prohibited by law from soliciting or accepting money, services, or gifts of any kind in connection with the discharge of their duties.

If you are approached or are aware of any violation of this policy, please immediately contact any of the following:

- Scott Ochoa, City Manager ..... (909) 395-2396 or [sochoa@ontarioca.gov](mailto:sochoa@ontarioca.gov)
- Mike Lorenz, Police Chief ..... (909) 395-2710 or [mlorenz@ontarioca.gov](mailto:mlorenz@ontarioca.gov)
- Ethics Line ..... (800) 500-0333



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### GENERAL INFORMATION

Business: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Business License No. \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Applicant: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Applicant's Representative: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

*For Staff Use Only*

File No.: \_\_\_\_\_  
 Related Files: \_\_\_\_\_  
 \_\_\_\_\_  
 Submitted: \_\_\_\_\_  
 Rec'd By: \_\_\_\_\_  
 Fees Paid: \$ \_\_\_\_\_  
 Cash    Check (# \_\_\_\_\_)  
 Credit Card  
 Receipt No.: \_\_\_\_\_  
**Action:**  
 Approved    Denied  
 By: \_\_\_\_\_  
 Date: \_\_\_\_\_

### TYPE OF PROMOTIONAL OR SPECIAL EVENT (CHECK ONE THAT APPLIES)

- Business Grand Opening** — A new business may be allowed temporary signage during its grand opening period, for a maximum 30-day duration.
- Retail Sales Event** — A Retail Sales Event pursuant to Paragraph 5.03.395.G.1 of the Development Code may be allowed temporary signage for maximum 7 days duration during the specified "holiday sale periods," and during the specified "additional periods" for which a Temporary Use Permit has been issued, not to exceed a total of 56 days per calendar year. Each "additional period" may be used consecutively with "holiday sale periods," not to exceed a total of 6 consecutive periods (42 consecutive days).
- Holiday Retail Sales** — Holiday Retail Sales established pursuant to Paragraph 5.03.395.G.2 of the Development Code may be allowed temporary signage for maximum 30 days duration.
- Show and/or Exhibit** — Shows and Exhibits established pursuant to Paragraph 5.03.395.G.3 of the Development Code may be allowed temporary signage for maximum 30 days duration.
- Amusement and/or Sporting Event** — Amusement and/or Sporting Events established pursuant to Paragraph 5.03.395.G.4 of the Development Code may be allowed temporary signage for maximum 30 days duration per calendar year, which may be used in a single period, or in 2 periods of 15 days duration.
- Tent Revival** — Tent Revivals established pursuant to Paragraph 5.03.395.G.5 of the Development Code may be allowed temporary signage for maximum 30 days duration per calendar year, which may be used in a single period, or in 2 periods of 15 days duration.

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- Charitable and/or Fund Raising Event** — Charitable and Fund Raising Events established pursuant to Paragraph 5.03.395.G.6 of the Development Code may be allowed temporary signage during the specified "holiday periods," and the specified "additional events" for which a Temporary Use Permit has been issued.
  
- Large Public Notification Sign(s)** — Large Public Notification Signs may be permitted consistent with Section 2.03.010.C.4 (Supplemental Public Noticing Requirements — Posting) of the Development Code. Large public notification signs shall be maintained in good condition and shall remain in place until the final decision on the proposed project has been made or the application is withdrawn and shall be removed by the applicant within 14 days following the final decision on the project or the date of application withdrawal.

**PROJECT INFORMATION**

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Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

The business location is within the City's Downtown District?  Yes  No

*Note: The City's Downtown District is bordered by "I" Street on the north, Vine Avenue on the west, railroad tracks (immediately south of Emporia Street) on the south, and Sultana Avenue on the east.*

**APPLICANT ACKNOWLEDGEMENT**

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I, the undersigned, certify and say that I am the applicant in the foregoing application, that I have read the foregoing application and know the content thereof, and state that the same is true and correct to the best of my knowledge and belief.

Furthermore, I hereby agree to defend, indemnify, and hold harmless the City of Ontario or its agents, officers, and employees, from any claim, action or proceeding against the City of Ontario or its agents, officers or employees, to attack, set aside, void, or annul any approval by the City of Ontario, whether by its City Council, Planning Commission, or other authorized board or officer, as it pertains to this application. The City of Ontario shall promptly notify the applicant of any such claim, action or proceeding, and the City of Ontario shall cooperate fully in the defense.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Name (print or type): \_\_\_\_\_

**PROPERTY OWNER OR APPROVING AGENT ACKNOWLEDGEMENT**

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I, the undersigned, certify and say that I am the  **owner**,  **approving agent**, for the property in the foregoing application, that I have read the foregoing application and know the content thereof, and agree to the filing of this application with the City of Ontario.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Name (print or type): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_



## Temporary Promotional and Special Event Sign/Banner Application Form— Minimum Filing Requirements

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### **WHAT IS A SIGN PLAN?**

The Temporary Promotional and Special Event Sign/Banner Application Form allows businesses to install short-term, temporary signage, such as banners, flags and other advertising devices, on private property, in conjunction with special events, as provided by the City of Ontario's Development Code.

### **WHY IS TEMPORARY SIGN AND BANNER APPROVAL REQUIRED?**

The City recognizes the need for signs as a means to identify businesses within the community, and further recognizes that signing is an important design element of the physical environment. The City is committed to preserving and improving its appearance and is striving to provide an economically stable and visually attractive community through site planning, building design, landscaping and signing.

When properly designed, a sign can be pleasing and can harmonize with physical character of its environment. Poorly designed signs, however, detract from the city's aesthetic value, can result in a reduction in property values and in some cases, can present a hazard to both pedestrians and motorists.

The City is committed to preserving its aesthetic value, assuring the health and safety of its residents, and to preserving and maintaining property values. To this end, the Ontario City Council has adopted regulations governing the placement, number, size and design of signs in the City. The implementation of these regulations is ensured through the Sign Plan Application process.

## **FILING REQUIREMENTS**

- (1) Completed *Temporary Promotional and Special Event Sign/Banner Application Form* and filing fee.
- (2) Provide and the following additional plans and information:
  - (a) Two (2) fully dimensioned copies of a sign plan, which shows all signs to be used during the event.
  - (b) A site plan showing the location of all proposed signs.
  - (c) Exterior building elevations showing the location of all proposed temporary signs and banners.